

GIANNI RUOCCO AT THE PALM PLAYA DEL CARMEN

DATE: Friday, August 29, 2025
LOCATION: Playa del Carmen, Quintana Roo, MX

Event Description

GIANNI RUOCCO AT THE PALM PLAYA DEL CARMEN is a premier performing-arts event in Playa del Carmen. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: performing-arts

Importance Rank: 52/100

Expected Attendance: 1,198 people

Event ID: HydLZEzM3hTbCRRfCM

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 479 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.